

Message Text

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ACTION EUR-06

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P R 181144Z SEP 74

FM AMEMBASSY STOCKHOLM

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AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 4135

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: EDUCATIONAL AND INDUSTRIAL
COMMUNICATION SYSTEMS EXHIBITION REPORT.

1. EDUCATIONAL AND INDUSTRIAL COMMUNICATIONS
SYSTEMS EXHIBITION.

2. STOCKHOLM TRADE CENTER, SEPTEMBER 9-13, 1974.

3. 28 (NTE 1; NTM 16; OTM 11)

4. IMMEDIATE SALES: \$28,900, 12 MONTH PROJECTED
SALES: \$4,629,000. TOTAL \$4,657,900. (REPORTED NUMBER OF
SALES LEADS: 842).

5. A) NTE-NTM EXHIBITOR SALES: \$16,700

NTE-NTM PROJECTED SALES: \$1,169,000

B) TOM SALES: \$12,200

OTM PROJECTED SALES: \$3,460,000

6. NUMBER OF EXHIBITORS SEEKING REPRESENTATION: 12.

7. NUMBER OF REPRESENTATIVES APPOINTED DURING

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EXHIBITION: 14.

8. NUMBER OF REPRESENTATIVES UNDER NEGOTIATION AT CLOSE OF EXHIBITION: 15; NUMBER OF JOINT/ VENTURE AGREEMENTS UNDER NEGOTIATION: 4; NUMBER OF LICENSING AGREEMENTS UNDER NEGOTIATION: 1. (REPORTED NO. OF AGENT/REP LEADS 108).

9. REGISTERED VISITORS TO THE EXHIBITION: 898.

10. SUCCESS STORIES:

A) PAUL F. MCLAUGHLIN, PRESIDENT, INSTRUCTIONAL INDUSTRIES, INC., NTM, WHO SOLD \$1,700 AND PROJECTS SALES OF OVER \$200,000 REPORTED:

"VERY PLEASED WITH THE ASSISTANCE PROVIDED BY ALL MEMBERS OF THE TRADE CENTER STAFF. I WILL RECOMMEND TO "NEW TO MARKET" FIRMS. (SALES FIGURES NOT CLEARED FOR PUBLICATION).

B) INFONICS, INC., NTM, PROJECT SALES AT \$160,000 AND WHO APPOINTED A NORWEGIAN AGENT REPORTED: "A GOOD OPPORTUNITY TO MEET QUALIFIED PROSPECTS".

C) RICHARD T. KEHOE, PRODUCT MGR OF INSTRUCTOMATIC, NTM, WHO APPOINTED ONE AGENT AND IS NEGOTIATING WITH THREE OTHERS COMMENTED: "COOPERATION AND SERVICES OF THE U.S. TRADE CENTER WERE VERY HELPFUL IN FINDING NEW BUSINESS. THIS WAS A WORTHWHILE EFFORT."

D) PYRAMID FILMS, (LYNN ADAMS, VP) NTM, REPORTED 3 AGENTS APPOINTED AND PROJECTS \$50,000 IN SALES OVER THE NEXT YEAR. MR. ADAMS COMMENTED: "I THOUGHT THE WHOLE PROJECT WAS VERY WELL ORGANIZED AND AM IMPRESSED BY THE ORDERLY WAY IT PROGRESSED. AS A COMPANY NEW TO THE MARKET, WE LEARNED VERY MUCH AND FELT WE BENEFITED FROM THE EXHIBITION. IN LONG TERM LOCATIONS, WE FEEL THERE IS A GOOD POTENTIAL FOR OUR TYPE OF PRODUCT HERE.

E) KROY INDUSTRIES, NTM, REPORTED \$250,000 IN PROJECTED SALES OVER THE NEXT 12 MONTHS AND COMMENTED: "THE USTC EXHIBIT WAS AN EXCELLENT FOCAL POINT FOR EXPOSURE AND INTRODUCTION OF OUR NEW EQUIPMENT IN THE SCANDINAVIAN COUNTRIES. UNCLASSIFIED

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THE EXHIBITION RESULTED IN MANY LEADS AND FOUR DISTRIBUTION ARRANGEMENTS.
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